

Subject: Re: Interview Opportunity: The Real Deal
From: Jessica Lall <jlall@ccala.org>
Date: 03/16/2017 03:07 PM
To: Elisabeth Cutler <ecutler@downtownla.com>, Shawn Bratton <sbratton@ccala.org>
CC: Marie Rumsey <mrumsey@ccala.org>, Laura Mecoy <laura@mecoy.net>

Hi Elisabeth - thanks so much to you both for sending. Yes - we'd love to take you up on it. Should I have Laure Mecoy follow up?

From: Elisabeth Cutler <ecutler@downtownla.com>
Date: Thursday, March 16, 2017 at 3:05 PM
To: Jessica Lall <jlall@ccala.org>, Shawn Bratton <sbratton@ccala.org>
Subject: FW: Interview Opportunity: The Real Deal

Hi Jessica,

Carol wanted to see if you had any interest in doing this interview (please see below). The timing is pretty tight so if could you or Shawn could get back to me before 5pm today that would great.

Thank you,
Elisabeth

From: John Halloran [mailto:jhalloran@macyinc.com]
Sent: Thursday, March 16, 2017 1:32 PM
To: Carol Schatz; Henna Sherzai; Elisabeth Cutler
Cc: Kim Macy; Heather Donner
Subject: Interview Opportunity: The Real Deal
Importance: High

Hi Carol,

In our media outreach for the Q4 Market Report, we secured an interview opportunity with Cat Chen of The Real Deal. Here deadline is end of day tomorrow. While not Q4 Market Report Related, she is doing a piece on "[Mayor Eric Garcetti's affordable housing policies, and more specifically 'Executive Directive 13' and his most recent directive \(presumably 'Executive Directive 19'\) signed just after the election.](#)"

While she will be sourcing others for content and commentary, she was interested in getting your insight on the matter. For your convenience, you can find more information on Executive Directive 13 [here](#), and Executive Directive 19 [here](#).

Since affordable housing is a sensitive and highly political matter, want to know first if you are interested, and second if you can accommodate her deadline.

Please call with questions.

Thank you,

John

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